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**2018 EDITION**  
(TWELFTH PRINTING)

# The Ultimate Quick Reference Planned Giving Pocket Guide

*Handy.  
Authoritative.  
Up-to-date.*



  
PlannedGiving.com

**2018 EDITION**  
(TWELFTH PRINTING)

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## Introduction

This is the insiders' guide to what planned gifts can do for donors and for your organization. This is *not* another ways-to-give brochure.

Keep it open beside you the next time you phone a potential donor who has requested gift information. Carry it on your next road trip. It will keep you up to speed on what gift plans work for which prospects, so you'll be ready to move on to Plan B if your first recommendation doesn't fly.

Each gift description features a helpful visual illustration, a quick summary, and a straightforward discussion of the most important benefits and challenges. And each description comes with its own elevator pitch! \*

Our goal with this publication is to make the relationship among planned gifts clear and accessible. Outright? Estate plan? Life income? Each has its benefits and challenges—and your job is to find the one that best matches your donor's objectives while helping your organization address its priorities.

Whether you're a volunteer or professional fundraiser, this *Pocket Guide* delivers fast facts and insightful overviews to help you close *more and larger gifts faster*.



### WHAT IS AN ELEVATOR PITCH?

An “elevator pitch” is a conversation starter. It's a concise, carefully planned, and well-practiced description of your product or service that anyone will be able to understand in the time it takes to ride up in an elevator or less.

It is not a monologue, and it is not a sales pitch. Don't get caught up in using the entire pitch to sell the prospect on the tool or gift structure. Your prospect is “buying” you and your mission, not the gift plan. So, don't blab on about the details of a remainder trust. Tell the prospect about the impact and outcomes created through your work.

The language we use for each elevator pitch is informal, because it's a quick summary of the gift's selling points. Say it in your own words, as if you were talking to your favorite aunt.

# Table of Contents

Cash .....	6
<b>1 Gifts “Anyone Can Make” .....</b>	<b>8</b>
Gifts From Your Will or Trust (also known as Bequests) .....	9
Stock and Appreciated Securities .....	11
Life Insurance – Lifetime Gifts .....	13
Life Insurance – Estate Distributions .....	15
Business Interests, Closely-Held Stock, Partnerships .....	16
Tangible Personal Property .....	18
Real Estate .....	20
Retirement Plan – Lifetime Gifts .....	22
Retirement Plan – Estate Distributions .....	24
Donor Advised Funds .....	26
<b>2 Gifts that Pay Income .....</b>	<b>28</b>
Charitable Gift Annuities – Immediate .....	29
Charitable Gift Annuities – Deferred .....	31
Charitable Gift Annuities – Flexible .....	32
Charitable Remainder Annuity Trusts .....	33
Charitable Remainder Unitrusts .....	35
Flip Unitrusts .....	37
Pooled Income Funds .....	39
<b>3 Gifts that Protect Assets .....</b>	<b>41</b>
Charitable Bargain Sales .....	42
Charitable Lead Trusts .....	44
Retained Life Estates .....	47
 <i>About <a href="http://PlannedGiving.Com">PlannedGiving.Com</a> .....</i>	 50

## Business Interests, Closely-Held Stock, Partnerships



### YOUR ELEVATOR PITCH

*When the time comes to transfer or sell your business, there are tax and practical reasons for including a charity in the plan.*

### Quick Summary

- In addition to publicly traded securities, donors may own other types of business interests that they can donate.
- The donor may hold stock in a closely-held corporation, often a family business. Although the stock is not traded publicly, it still can be donated and sold by the charity. Its value for tax deduction purposes must be professionally appraised. (See IRS Form 8283 and Instructions.)
- With gifts of closely-held stock, the corporation that issued the stock must be willing and able (but not legally obligated) to redeem the donated shares within a reasonable period. Otherwise the gift of unmarketable stock provides no real benefit to your organization.
- The donor may have invested in a limited partnership for real estate or oil and gas development. Investors typically seek to claim their share of the partnership's initial losses to offset other sources of taxable income, but when the partnership starts to produce taxable income they often look to sell or donate their limited partnership interest. The donor's charitable deduction will be based on the appraised value of the donor's share of the partnership assets and liabilities.



**We are not  
planned giving  
experts.**

**We are planned giving  
marketing experts.**

The two run parallel, but are distinct, like a CPA and an attorney. I simply don't understand why some nonprofits use attorneys to market planned gifts. You wouldn't go to an accountant for legal advice, ask a lawyer to generate a P&L statement, or visit an architect to get your teeth cleaned!

Oddly, most planned giving vendors are attorneys — people who are good at law, but not marketing. As my friend Camilyn Leone says:

“*When it comes to marketing advice, the last person you should turn to is an attorney. I should know. I'm an attorney.*”

After hammering my keep-it-simple marketing message for two decades, I'm considered an industry thought leader. A repetitive, occasionally obnoxious thought leader perhaps, but a thought leader all the same. (And to those who say I'm repetitive, I'd like to point out that I've changed my keep-it-simple message. I now say: “Don't simplify. Over-simplify.”)

My firm helps you succeed with:

- Simplified messaging average people “get.”
- Easy-to-navigate planned giving websites.
- Direct mail people actually read.
- Market research. We know what works and what doesn't.

WHAT WE'RE NOT: We're not a software company, nor are we attorneys (though we've housebroken a few and keep them on staff).

We know fundraisers should focus on people to raise gifts, not spend time learning about calculators, CRUTs and CRATs.

*Does our philosophy appeal to you? Let's talk.*